

3. (Amended) The image forming system according to claim 1, further comprising:

a reception controller configured to control reception of information that users have taken advantage of specials sent from the advertiser for the statistical data processor,

wherein the statistical data processor automatically accounts of utilization of the information on specials by receiving information that, under the advertiser, the users have actually taken advantage of specials including coupons selected and edited by the information selector.

A1 4. (Amended) The image forming system according to claim 1, further comprising:

a reception controller configured to control reception of information that users have taken advantage of specials sent from the advertiser for the statistical data processor,

wherein the statistical data processor accounts and processes data including frequency of utilization by receiving information that, under the advertiser, the users have actually taken advantage of specials including coupons issued at the store and by checking demographic data on users obtained at the store and the information that the users have taken advantage of specials sent from the advertiser.

5. (Amended) The image forming system according to claim 4, further comprising:

a transmission controller configured to control transmission of statistical data and printing charge information from the statistical data processor to the store,

wherein the transmission controller informs the advertiser of a result of the accounting processing.

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6. (Amended) The image forming system according to claim 4, wherein the information selector automatically controls the amount of data related to the advertiser and to be printed at the store based on a result of the accounting processing.
